



Job Description

Department: Legal & Governance
Division/Section: Directorate
Job Title: **Service Director City Services & Communications**
Post No:
Grade:
Reports to: Director of Governance

Job Purpose

- To lead, be accountable for and direct City Services.
- To ensure City Businesses prosper through the effective commercial management and development of Peterborough City Centre.
- To encourage visitation to Peterborough, ensuring the City is a place that residents, workers, visitors and commerce can do business in.
- To develop and lead on a visitor and cultural strategy for the City, contributing to the overall economic development of the City Council area as a whole.
- To maximise income streams and develop commercial opportunities for the City.
- To lead the co-ordination of major events in the City necessitating large scale planning & infrastructure management including closure of the City to transport. This includes being race Director of the Great Eastern Run, overseeing Charter Fairs, and agreeing large scale (10,000+) entertainment events.
- To develop and implement a communications strategy to manage the reputation of the council in a planned and sustained way, including advising corporate directors and elected members on optimum strategies to support developments, along with the communications implications of decisions, policies and plans.
- Establish and communicate the key messages and aims of the council in order to promote a positive image.
- To be responsible for the Councils Environmental Services (also provided to Rutland County Council) , Emergency Planning & Business Continuity Functions
- To oversee the day to day communications related demands of the City Council, reacting and responding in a way which represents the council's views, vision and values accurately.

Statutory Officer Role

This post is not a Statutory Officer.

Organisation

The Service Director: (Commercial operations & Communications) is a tier 2 post reporting directly to the Director of Governance and the post holder is a full member of the Governance directorate management team. The post holder has budget management responsibility for PCC revenue budgets of circa £8.2million.

The post holder will be responsible for approximately 50 staff and will manage the following services:

- City Centre Management
- Communications
- Parking Services (car park management, City wide parking enforcement, traffic management and road closures)
- Emergency Planning, Resilience and Business Continuity
- Environmental Services (also provided to Rutland County Council)
- Trading Standards
- Strategic Tourism and the Tourism Service (including the Visitor Centre and Travel Choice Centre)
- CCTV (and out of hours calls service)
- Markets
- Street Licensing & Street Trading
- The Leisure Trust through a partnership with Vivacity
- City Centre Events
- Corporate Sponsorship

Principal Accountabilities/Responsibilities

- To develop successful partnerships with business, public and third sector organisations to ensure that high service standards are maintained and that issues and concerns raised are addressed.
- To work with partners to create a City centre where shopping, working, living, doing business and spending leisure time are pleasant experiences.
- To help gain sponsorship and other financial support for the City centre.
- To work with statutory bodies and other stakeholders, including potential developers and retail landlords, on development and regeneration of the City centre.
- To work with partners on promoting and organising events in the City centre, including preparation of promotional material and newsletters.
- To lead and develop external and internal marketing and communications as well as develop and implement a strategic approach to achieve goals.
- To ensure a planned and sustained approach to the management of the council's reputation in order to foster public and stakeholder confidence in and support for the Council.
- Develop and maintain procedures, standards and policies around media management, publishing, events, VIP visits, corporate identity, internal communications, local resident and other areas of communications to ensure they are implemented consistently and appropriately.
- Ensure that the values of the council are developed and reflected in all communications and advise staff about communicating consistently internally and externally to agreed standards.
- Establish and manage the council's corporate identity.
- Oversee the management of the council's website and intranet ensuring that the design elements are appropriate and in line with corporate identity, and oversee the editorial

content to ensure relevant and timely information is available and up to date with local government initiatives and responsive to stakeholder needs.

- To maximise the use of Social Media to promote the council and Peterborough in general.
- Produce internal and external communications strategies and action plans to win and retain the confidence of key stakeholders.
- Working with corporate directors and other senior managers, to support the development of a comprehensive marketing strategy, leading the work required on media and public relations.
- Maximise positive coverage and ensure balance in all media coverage, in order to promote public confidence in the council.
- Advise the corporate directors and elected members on media strategy and handling in order to ensure positive outcomes.
- Ensure that views are appropriately represented at all times by overseeing press releases, interviews, consultation and engagement responses and statements.
- To ensure a planned and sustained approach to communications, ensuring no surprises for corporate directors, Elected Members or staff.
- Promotes key events such as The Great Eastern Run to attract and retain local, national and international visitors to the area.
- Develops a Borough-wide brand, in partnership with all other agencies across all sectors, to ensure that the whole area is recognised as a place where people want to live, work, visit and invest.
- Promotes media relationships in an effective and coordinated manner, across the Council and, where appropriate, with partners.
- To develop the Council and the Borough's reputation, locally regionally, nationally and internationally.
- To lead on the Environmental Services function ensuring that the appropriate legislative requirements are enforced whilst supporting and enabling businesses to thrive. This includes Health & Safety and Trading Standards.
- Provide support to the Council's leadership and elected Members, assisting them to manage the Council's reputation internally and externally.
- Responsible for the effective performance management of the Marketing and Communications Service, ensuring the delivery of high quality, proactive services to the Council.
- In partnership with the Police, Fire Service and other statutory services, to be responsible for City Centre security including the CCTV services.
- To lead, be accountable for and direct City Centre Services.
- To lead the emergency planning function.
- To encourage visitation to Peterborough, ensuring the City is a place that residents, workers, visitors and commerce can do business in.
- To manage the Leisure Trust Partnership provided through Vivacity.
- To increase visitation and income to Peterborough through commercial management of City Centre resources including City Centre markets, Car Parks, the Embankment, Visitor Information Centre, Travel Choice Centre, Cathedral Square and other City Centre spaces & assets.
- To have lead accountability for the City's visitor development and prosperity.
- To ensure that Members have confidence in City Centre development. This will require regular meetings with the Leader of the Council and Cabinet Members to ensure that the priorities of the Council are met.

Leadership

- To have lead responsibility for influencing the Council and its key partners regarding City Centre and wider tourism issues bringing together innovative approaches to meet needs that are cost effective and deliver real improvements in outcomes.
- To ensure the Council fulfils its duties and functions in fulfilment of statutory obligations & the law in the operation of these services.
- To lead on the Councils visitor and cultural strategies in partnership with Vivacity.
- To provide inspirational leadership to a diverse multidisciplinary workforce, embedding a culture of change, continuous improvement, common professional standards and excellent people engagement.
- To ensure managerial and strategic leadership of services reporting to this post.
- To manage all employees, and service performance in accordance with Council procedures and objectives.
- To manage staff, budgets and operational activities to ensure that quality, performance, service and financial objectives are met in accordance with the City Council's financial regulations, procedures and frameworks.
- To develop and sustain capacity and capability within the workforce.
- To actively promote the Council's Equal Opportunities Policies in all aspects of employment and service delivery.
- To contribute fully to the Governance management team.

Performance and Risk Management

- To ensure that management plans and strategies are regularly reviewed and updated to support performance improvement. To manage staff and relationships with partner organisations, businesses suppliers and other contractors.
- Be accountable for the achievement of service performance, outcomes, targets and objectives within approved budgets for the service.
- To monitor the performance of all managed services and to lead corrective action where performance falls short of policy objectives.

Financial Management and Governance

- Financial management of the revenue budgets delegated to the postholder.
- Lead negotiations, and establish service levels with third parties.
- Management of contractor and supplier budgets.
- Overall Budget responsibility for the capital investment budget.
- Manage operating costs of suppliers.
- Report on specific items to Corporate Management Team, Governance Management Team, and relevant Council bodies as appropriate.
- To exercise any functions of the Council that are delegated to the post holder under the Council's Officer Scheme of Delegation.
- To work closely and constructively with executive councillors, relevant portfolio leads, scrutiny chairs and political group leaders/spokespersons in providing information and through the council's decision making processes.
- Appraise the Director of Governance of matters arising which are particularly sensitive in nature or controversial.

Job Knowledge

- Qualified to degree level or equivalent by experience.

- A relevant management or professional qualification and membership of a professional body are desirable.
- Significant knowledge of City Centre management, tourism, economic development, regeneration, large scale event management, marketing and communications are essential.
- Understanding of the role of the Council, its democratic operation and its responsibilities.
- Good knowledge regarding legislation and best practice & service operations regarding services reporting to this post are desirable.

Experience

- Experience of successful strategic and operational resource management, including the evaluation of competing priorities.
- Significant experience in managing regeneration projects and major developments
- Experience of developing and managing a transparent framework for compliance with national, regional and local requirements
- Experience of working effectively in a political environment, demonstrating high levels of political awareness, sensitivity, confidentiality and understanding and the ability to translate that into delivering the agendas of the administration and winning the confidence of elected members and external stakeholders.
- Significant experience of the preparation, management and control of budgets for a large, complex organisation, ensuring prioritising and targeting of resources to achieve maximum value for money and income generation and maintaining customer care.
- Experience of driving performance management using appropriate quality and management methods and models to deliver efficient and effective services through collaborative working. Significant experience in leading communications including significant experience in managing media.
- Evidence of personal commitment to diversity in the workplace and in the shaping of service outcomes.

Skills

- An ability to relate to and win the confidence, trust and respect of Members, colleagues, partners and the wider community.
- Excellent leadership skills, which encourage commitment from others and promote a positive, motivated organisational culture.
- Excellent communication skills and the ability to communicate complex information both orally and in writing in a clear articulate and balanced way to a variety of audiences.
- Excellent negotiation skills and an ability to influence outcomes through reasoning, persuasion and tact.
- Strategic and logical thinker and decision-maker able to provide practical and creative solutions to the management of partnership, corporate and directorate issues.
- High intellectual and analytical abilities; able to assimilate and analyse information quickly, identifying issues, priorities and solutions and using effective models, techniques and resources to resolve issues.
- Strong financial and budgetary awareness with the ability to manage finance and wider resources within a strong performance management culture.
- Demonstrable continuous development and improvement of own leadership and professional practice.

Political Restriction

This post is politically restricted under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside work.